

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

january							july						
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january							march						
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february							april						
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8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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WEEK ENDING THURSDAY, JULY 28, 1955

Thursday July 28 9:30 A.M.	PRESS PREVIEW OF CHILDREN'S FASHIONS Children's and back-to-school fashions, from size 3 to pre-teen. By invitation only. Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR
Thursday July 28 10:30 A.M.	PRESS SHOWING: TALON "MAGIC TAB" ZIPPER "The Magic Touch" --Michael Brown's new musical revue of home sewing's latest legerdemain. By invitation only. For customers: August 1 and 4th, Fabric Centre, 6th Floor, 12:00 Noon, 2:30 and 6:30 P.M.; August 2, 3, 6 at 12:00 Noon and 2:30 P.M. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM

WEEK BEGINNING MONDAY, AUGUST 1, 1955

BACK-TO-SCHOOL, COLLEGE AND CAREER PREVIEWS AND OPENINGS

Monday August 1 11:00 A.M.	ARNOLD CONSTABLE College fashion preview for press, by invitation. Customer showing at 2:00 P.M. Suburban store showings: <u>Hempstead</u> , August 2 at 3:00 P.M.; <u>New Rochelle</u> , August 3 at 3:00 P.M.; <u>Hackensack</u> , August 9 at 3:00 P.M.; <u>Manhasset</u> , August 10 at 3:00 P.M.; <u>Trenton</u> , August 11 at 3:00 P.M. Publicity: Gloria Geis, MU. 5-2300.	3RD FLOOR
Monday August 1	SAKS FIFTH AVENUE "College Club" open house daily. Publ.: Grace de Mun, PL. 3-4000.	6TH-7TH FLOORS
Tuesday August 2 9:30 A.M.	MACY'S NEW YORK Preview of Fall fashions--children's to teens--will be presented at a press breakfast. By invitation. Publ.: Barbara Gray, CH. 4-2000.	13TH FLOOR
Tuesday August 2	BLOOMINGDALE'S College and career shop opening. Publ.: Margaret deMille, EL. 5-5900.	3RD FLOOR
Wednesday August 3 10:00 A.M.	MARTIN'S (BROOKLYN) Martin's press preview of college and career fashions. By invitation only. Publicity: Rita Dobbins, TR. 5-3100.	6TH FLOOR
Wednesday August 3	LOHD & TAYLOR Opening of college shop. Publicity: Gloria Carr, WI. 7-3300.	5TH FLOOR
Thursday August 4 9:30 A.M.	PECK & PECK Breakfast preview of Peck & Peck's college collection. By invitation. Publicity: Mrs. D.J. Todd or Eleanor Vreeland, OR. 3-4700.	6TH FLOOR

(Continued on following page)

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
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BACK-TO-SCHOOL, COLLEGE AND CAREER PREVIEWS AND OPENINGS (Continued)

Monday August 8 9:45 A.M.	BEST & CO. Best will invite the press to a breakfast preview of their College and Career Fashions for Fall. By invitation. Publ.: Gay Stearns, PL. 9-2000.		13TH FLOOR
Monday August 8 2:30 P.M.	MARTIN'S (BROOKLYN) Press preview of back-to-school fashions for children through teens. By invitation only. Publicity: Rita Dobbins, TR. 5-3100.		6TH FLOOR
Tuesday August 9 9:30 A.M.	MACY'S NEW YORK Macy's will preview college and career fashions at a breakfast for the press. By invitation. Publ.: Barbara Gray, CH. 4-2000, Ext. 2431.		13TH FLOOR
Wednesday August 10	B. ALTMAN & CO. Preview of college fashions. (Time to be announced). By invitation only. Publicity: Eleanor Horton, MU. 9-7000.		3RD FLOOR
Thursday August 11 9:30 A.M.	OHREBACH'S Ohrebach's will present college and career fashions to the press. By invitation only. Publicity: Mark Klauser, OX. 5-4000.		4TH FLOOR
Thursday August 11 6:00 P.M.	RUSSEKS FIFTH AVENUE Russeks will present their college and career fashions for Fall. Press invited. Open to public. Publ.: Florence Lord, WI. 7-1900.		7TH FLOOR
Monday August 15	NAMM-LOESER'S (BROOKLYN) Opening of college shop. Publicity: John Pearl, TR. 5-5700.		2ND FLOOR
Tuesday August 16 12:30 P.M.	SAKS 34TH STREET Back-to-office and back-to-school fashions at Saks 34th. Press invited. Open to public. Publicity: Frances Eisner, LA. 4-7000.		3RD FLOOR
Wednesday August 17 2:30 P.M.; 6:00 P.M.	KRESGE-NEWARK Showing of co-ed fashions, with College Board as models. <u>On Friday, August 26</u> , at 2:30 P.M., showing of back-to-school fashions, 8th Floor, Auditorium. Press invited. Open to public. Publicity: Rita Nagle, Mitchell 2-8000, Ext. 392.		3RD FLOOR

August 2 MACY'S BACK-TO-SCHOOL FASHION PREVIEW AT 9:30 A.M. (See Page 1).

August 3 MARTIN'S (BKLYN) COLLEGE & CAREER FASHION PREVIEW AT 10:00 A.M. (See Pg.1).

August 4 PECK & PECK'S COLLEGE FASHION PREVIEW AT 9:30 A.M. (See Page 1).

August 8 BEST'S COLLEGE AND CAREER FASHION PREVIEW AT 9:45 A.M. (See above).

August 8 MARTIN'S (BKLYN) BACK-TO-SCHOOL FASHION PREVIEW AT 2:30 P.M. (See above).

August 9 MACY'S COLLEGE AND CAREER FASHION PREVIEW AT 9:30 A.M. (See above).

Tuesday August 9 11:00 A.M.	PRESS PREVIEW OF FALL SHOE FASHIONS Saks Fifth Avenue will preview their Fall shoe fashions for the press. By invitation only. Publ.: Grace de Mun, PL. 3-4000.	SAKS FIFTH AVENUE	SAVOY PLAZA HOTEL LE CHATEAU - 11TH FL.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 9 12:00 Noon Luncheon	PRESS PREVIEW OF TYCORA YARNS Introducing a new synthetic fiber -- Tycora Yarns -- at a luncheon for fashion press. By invitation. Publicity: Daniel J. Edelman & Assoc., 104 E. 40th St., MU. 5-8359.	TEXTURED YARN CO. (5400 POPLAR, PHILA.)	HAMPSHIRE HOUSE THE COTTAGE
Wednesday August 10 10:30 A.M.	PRESS PREVIEW OF BRIDAL FASHIONS Jay Thorpe will invite the press to preview Mme. Oro's bridal fashions. By invitation only. Publicity: Jane Negbaur, JU. 6-1000.	JAY THORPE	5TH FLOOR
Wednesday August 10 11:30 A.M.	PREVIEW OF NEW FLAME PROOF DRESSES "The Lady's Not For Burning - When She Wears Worlderized" -- showing of all nylon flame proof, water repellent, crease resistant dresses, designed by Ceil Chapman. By invitation only. Publicity: Betty Impellitteri Assoc., PL. 3-1170.	THE WORLD DYEING & FINISHING CO.	HOTEL PLAZA STATE SUITE
Wednesday August 10 2:30 P.M.	SEMI-ANNUAL SHOE STYLE CONFERENCE Semi-annual footwear style conference for Spring and Summer 1956, featuring apparel, fabric and color trends. For shoe, leather, and allied fashion industries. Contact: L.E. Langston, Exec. Vice-Pres., MU. 6-7520.	NAT'L SHOE RETAILERS ASSN. (274 MADISON)	HOTEL PLAZA TERRACE ROOM
August 11	OHRBACH'S COLLEGE AND CAREER FASHION PREVIEW AT 9:30 A.M. (See Page 2).		
August 11	RUSSEKS' COLLEGE AND CAREER FASHION PREVIEW AT 6:00 P.M. (See Page 2).		
Friday August 12 9:30 A.M.	PRESS PREVIEW: TOTS THROUGH TEENS FASHIONS "Bird Talk"--exhibit of birds from around the world will be a special feature of events at opening of remodeled second floor of fashion for tots through teens. By invitation. Contact: Juli Daves, TR. 5-7200.	ABRAHAM & STRAUS	2ND FLOOR
Beginning Sunday August 14- August 18	FIFTIETH ANNUAL JEWELERS CONVENTION More than 10 million dollars worth of jewelry, watches, silverware will be displayed during the Golden Anniversary of the ANRJA. "Fashions In Jewelry, Yesterday And Today" on Thurs., August 18 at 8:45 P.M. in the Grand Ballroom under direction of Martha Percilla, fashion director of Jewelry Industry Council. Contact: Charles M. Isaac, 551 Fifth Ave., MU. 2-2764.	AMER. NAT'L RETAIL JEWELERS ASS'N	WALDORF-ASTORIA
Monday August 15 10:00 A.M.	"CAMERA PRINTS"--DISPLAY AT NEW SHOWROOM Wamsutta will hold an open house in its new showrooms for press and trade, featuring a fashion presentation of its new "Camera Prints" cottons for Cruise and Summer, 1956. By invitation only. Publicity: Charlotte Thompson, 16 East 40th St., LE. 2-6140.	WAMSUTTA	1430 BROADWAY 8TH FLOOR-SHOWROOM
Beginning Monday August 15	OPENING OF HOLIDAY COLLECTION Heatherlane will present Melba Hobson's collection of "Holiday Eves". Contact: WI. 7-5285. Publicity: Sidney Dee Bloeme, JU. 6-4490.	HEATHERLANE, INC.	1385 BROADWAY SHOWROOM - 2ND FLOOR
August 16	SAKS 34TH BACK TO OFFICE & SCHOOL FASHION PREVIEW AT 12:30 P.M. (See Pg. 2)		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday August 16 2:00 P.M.	PREVIEW OF RESORT AND SPRING PRINTS The Silk and Rayon Print Institute will present their preview of Resort and Spring prints, with an <u>exhibit from 2:00 P.M. Cocktails 5:00 P.M. to 7:00 P.M.</u> By invitation. Contact: Jody Auerswald, LO. 5-2140.	SILK AND RAYON PRINT INSTITUTE	SAVOY PLAZA HOTEL BALLROOM SUITE
August 17	KRESGE-NEWARK'S CO-ED FASHION PREVIEW AT 2:30 P.M. (See Page 2).		
Wednesday August 17 5:15 P.M.	"REFLECTORIZED" OUTERWEAR PREVIEW Introduction of woven and knitted fashions made with "Flecton" yarn which reflects light, designed to protect pedestrians, shown in jackets, rain-wear, sport shirts, caps and mittens. Fabrics developed by William Skinner & Sons; knitted fashions by Munsingwear. Transportation for press to Forest Hills Inn, with dinner and fashion show. At 8:45 P.M., after-dark demonstration at Aqueduct Race Track. By invitation only. Publicity: Ed Blanchard, The Philip Lesly Co., 424 Madison Ave., PL. 8-1525.	MINNESOTA MINING & MANUFACTURING CO.	WALDORF-ASTORIA LEX. AVE. ENTRANCE
Thursday August 18 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COATS & SUITS Macy's will invite the press to preview their Fall coats and suits. By invitation. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
August 21- August 25	NEW YORK GIFT SHOW AT HOTELS NEW YORKER AND STATLER, AND 500 EIGHTH AVENUE. Contact: George F. Little Management, 220 Fifth Avenue, MU. 9-7147.		
Tuesday August 23 9:30 A.M.; 3:30 P.M.	SHOWING OF HOLIDAY LINGERIE COLLECTION Breakfast and show for press at 9:30 A.M.; coffee and show for buyers at 3:30 P.M. By invitation. Contact: Rona Monell, MU. 2-5580.	MUNSINGWEAR, INC.	261 MADISON AVENUE
August 26	KRESGE-NEWARK'S BACK-TO-SCHOOL FASHION PREVIEW AT 2:30 P.M. (See Page 2).		
Tuesday August 30 9:30 A.M.	OPENING OF NEW SHOE SALON Macy's will invite the press to preview their new 4th Floor shoe salon. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday August 31 4:00 P.M.	RE-DESIGNED BASEMENT HOUSEWARES DEPARTMENT Macy's will preview new items from Gourmet Shop, accessories for home from gift shop and highlights from "Gadget Bar". By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM

Beginning Wednesday August 31	CRUISE OPENINGS IN LOS ANGELES <u>Aug. 31</u> : Marjorie Michael. <u>Sept. 6</u> : Rose Marie Reid, De Weese Designs, Alex Colman, Spectator Ltd. <u>Sept. 7</u> : Gantner, Barney Max (Rosenblum), Georgia Kay, Caltex of California. <u>Sept. 8</u> : Cole of California, Maurice Handler, Marjorie Montgomery, Tabak of California. <u>Sept. 9</u> : Catalina, Georgia Bullock, Junior Miss of California, Pat Premo. <u>Sept. 12</u> : Jantzen, Billy Dee, Garden Patio, Irene Saltern. <u>Sept. 13</u> : M. R. Fleischman. <u>Sept. 20</u> : White Stag. <u>Oct. 13</u> : Galina.	CALIFORNIA MANUFACTURERS	LOS ANGELES, CALIFORNIA
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 5	LABOR DAY (Monday)--Legal Holiday.		

PRESS PREVIEWS: FALL CUSTOM ORDER AND ORIGINALS
FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY INVITED

Tuesday Sept. 6	<u>SAKS FIFTH AVE.</u> At 11:00 A.M.	611 FIFTH AVE. (Designed by Sophie)	PUBL.: GRACE DE MUN,	PL. 3-4000
Wednesday Sept. 7	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	745 FIFTH AVE.	PUBL.: FLORENCE NEFF,	PL. 3-7300
Thursday Sept. 8	<u>HATTIE CARNEGIE</u> At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: RUTH SMITH,	PL. 5-2600
Friday Sept. 9	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Tuesday Sept. 13	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: SOPHIE SHONNARD,	EL. 5-6800
Wednesday Sept. 14	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE.	PUBL.: RASPONI ASSOC.	TE. 8-8171

Wednesday Sept. 7 DISPLAY OF HOME FURNISHINGS FABRICS STROHEIM & ROMANN 35 EAST 53RD STREET
 9:00 A.M.- Display by Stroheim & Romann of their fabrics for home furnishings. By
 12:00 Noon invitation. Publ.: Jamian Advertising, 30 Vesey St., WO. 2-6020.

Wednesday Sept. 7 PRESS PREVIEW: MACY'S NEW YORK 13TH FLOOR
 ACCESSORY BAZAAR EXEC. DINING ROOM
 3:30 P.M. A preview of the seventh annual Accessory Bazaar, and a showing of
 accessory imports. By invitation only. Publicity: Barbara Gray,
 CH. 4-2000, Ext. 2431.

Sept. 7 BERGDORF GOODMAN'S CUSTOM COLLECTION FOR PRESS AT 5:30 P.M. (See above).

Beginning Wednesday Sept. 7 OPENING OF HOLIDAY COLLECTION NELLY de GRAB 533 SEVENTH AVENUE
 SHOWROOM - 11TH FL.
 "The Touch of Gold"--showing of Nelly de Grab's Holiday collection.
 Contact: BR. 9-2581. Publ.: Sidney Dee Bloeme, 35 W. 53 St., JU. 6-4490.

Thursday Sept. 8 PRESS PREVIEW OF HOWARD GREER FASHIONS JAY THORPE 4TH FLOOR
 11:00 A.M. Jay Thorpe will invite the press to preview Howard Greer's Fall collection.
 Customer showing 2:30. By invitation. Publ.: Jane Negbaur, JU. 6-1000.

Sept. 8 HATTIE CARNEGIE'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See above).

Sept. 9 HENRI BENDEL'S CUSTOM COLLECTION FOR PRESS AT 10:30 A.M. (See above).

Sunday Sept. 11-15 FIRST "BOUTIQUE" TRADE SHOW NATIONAL BOUTIQUE SHOWS, INC. PARK SHERATON HOTEL
 The first "New York Boutique Show" will be presented Sept. 11-15 at Park
 Sheraton Hotel. Contact: Allen Bryson, 551 Fifth Ave., OX. 7-2825.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 12 11:00 A.M.	PRESS PREVIEW OF IMPORT COLLECTION Preview for the press of Bergdorf's Goodman's imports. By invitation only. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Beginning Monday Sept. 12	RESORT OPENINGS IN CALIFORNIA Contact: Resort Wear Guild, 740 So. Broadway, Los Angeles 14, Calif.	RESORT WEAR GUILD	LOS ANGELES, CALIFORNIA
Sept. 13	BONWIT TELLER'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 5).		
Wednesday Sept. 14 11:00 A.M.	FALL CUSTOM HATS BY MARTIN BELASCO Jay Thorpe will present Fall custom millinery by Martin Belasco. By invitation only. Publicity: Jane Negbaur, JU. 6-1000.	JAY THORPE	4TH FLOOR
Sept. 14	ELIZABETH ARDEN'S CUSTOM COLLECTION FOR PRESS AT 3:00 P.M. (See Page 5).		
Wednesday Sept. 14 4:30 P.M. Cocktails	PRESS PREVIEW OF IMPORTS & COPIES "Couture Grand Tour"--showing of Macy's imports and copies. By invitation only. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday Sept. 15 9:00 A.M. And 12:00 Noon	IMPORT FASHIONS AT TWO SHOWINGS Fall presentation of import collections at breakfast and luncheon showings. Co-chairmen, Ready-to-Wear Division: Alice Burrows and Adelia Ellis. (Prices and speaker will be announced later.) Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA GRAND BALLROOM
Thursday Sept. 15 1:00 P.M. Luncheon	FALL FASHIONS BY SEYMOUR FOX Luncheon presentation of Fall fashions by Seymour Fox, available at Bonwit Teller. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	BONWIT TELLER	HOTEL PLAZA PERSIAN ROOM
Thursday Sept. 15 2:30 P.M.	PREVIEW OF WINTER COLLECTION Mme. Garnett's Winter collection of holiday clothes, cocktail dresses and ball gowns. By invitation only. Contact: Ruth Lynford, EL. 5-5275. Publicity: Elizabeth Maher Associates, 424 Madison Ave., EL. 5-4248.	ELEANORA GARNETT	47 EAST 51ST STREET SALON
Sept. 17	ROSH HASHONAH -- First Day of Jewish New Year (Saturday).		
Monday Sept. 19 1:00 P.M. Luncheon	LUNCHEON SHOWING OF IMPORTS AND COPIES Gimbels will present a fashion show of their International imports and copies during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Gimbels' Publicity: Margot Infantino, LO. 5-1500, Ext. 600. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE & PERSIAN RMS.
Sept. 19- Sept. 25	NATIONAL SWEATER WEEK. Contact: Charles Reichman, Nat'l Knitted Outerwear Foundation, 386 Fourth Avenue, MU. 3-7520.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 20 4:30 P.M.- 6:30 P.M. Cocktails	PREVIEW OF 1956 SWIMSUIT COLLECTION Cocktail preview of Catalina's 1956 collection of swimsuits and playclothes. <u>Showing at 5:15 P.M.</u> By invitation only. Commentator: Bette Beck of Catalina. Publ.: Virginia Dickson at Catalina, LA. 4-8017.	CATALINA, INC. (358 FIFTH AVENUE)	ST. REGIS HOTEL ROOF
Tuesday Sept. 21 12:30 P.M. Luncheon	"FASHIONS WITH LEATHER" AT LUNCHEON SHOW Fall fashions with leather, presented by Leather Industries of America, in cooperation with Saks Fifth Avenue. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Leather Industries' Publ.: Billie Gould, MU. 6-7956. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	SAKS FIFTH AVENUE; LEATHER IND. OF AMER.	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 21 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION Caltex will preview their Cruise and Summer swimsuits, with showing at 4:30 P.M. By invitation only. Contact: Joan Blumberg, MU. 9-2100.	CALTEX OF CALIFORNIA	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Thursday Sept. 22 11:00 A.M.	PRESS PREVIEW OF FUR FASHIONS Maximilian will present Fall and Winter fur fashions to the press. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.	MAXIMILIAN	20 WEST 57TH STREET SALON
Thursday Sept. 22 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Rosette Pennington's Fall fashions. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Dir.: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA PERSIAN ROOM
Sept. 26	YOM KIPPUR--Jewish Day of Atonement (Monday).		
Tuesday Sept. 27 11:30 A.M.	PRESS PREVIEW OF FUR FASHIONS Bergdorf Goodman will invite the press to preview their Fall and Winter fur fashions. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Tuesday Sept. 27 12:30 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW Fall fashions designed by Belle Saunders for Abe Schrader, available at Bonwit Teller. Press by invitation. Public by reservation; contact: Head-waiter, EL. 5-3000. Abe Schrader Publicity: Betty Yarmon, LO. 4-9194. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ABE SCHRADER	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday Sept. 27 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOW "Fashion Show of the Month"--fashions by Pauline Trigere in Hotel Ambassador's series of monthly luncheon fashion shows. Press by invitation. Public by reservation; contact: Banquet Department, PL. 5-1000. Produced by Mary Alice Rice, CI. 6-1790.	PAULINE TRIGERE	HOTEL AMBASSADOR BALLROOM
Wednesday Sept. 28 12:30 P.M. Luncheon	PREVIEW OF FALL READY-TO-WEAR FASHIONS Bloomingdale's "Green Room" fashions at luncheon. Public by reservation; contact: "Beverly", TE. 8-8000. Bloomingdale's Publicity: Margaret deMille, EL. 5-5900. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	BLOOMINGDALE'S	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 28 2:30 P.M.	IRENE OF CALIFORNIA-- FALL & WINTER COLLECTION Gunther Jaeckel will preview Irene of California's Fall & Winter collection. By invitation only. Publicity: Carole Paley, PL. 5-7000.	GUNTHER JAECKEL	3RD FLOOR FASHION SALON
Wednesday Sept. 28 4:00 P.M. Cocktails	PRESS PREVIEW OF SWIMSUIT COLLECTION Preview of Flexees' Cruise and Summer swimsuits. Showing at 4:30 P.M. By invitation only. Contact: Joan Blumberg, MU. 9-2100.	FLEXEES	417 FIFTH AVENUE SHOWROOM - 6TH FLOOR
Friday Sept. 30 9:00 A.M. Breakfast	PRESS PREVIEW: 1956 BEACH FASHIONS Cole of California's 1956 call of beach fashions for misses, juniors and childrens. Showing at 9:30 A.M. By invitation only. Publicity: Margot Mallary, 2615 Fruitland Ave., Los Angeles, Cal.	COLE OF CALIFORNIA	HOTEL PIERRE COTILLION ROOM
Beginning Monday Oct. 3	RESORT-SPRING OPENINGS CASUAL WEAR LINES Member firms of the Creators of American Fashions, Inc. will open their Resort-Spring collections. Members include: ADLER & ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. Contact individual manufacturers.	CREATORS OF AMERICAN FASHIONS, INC.	INDIVIDUAL MEMBERS' SHOWROOMS
Wednesday Oct. 5 12:30 P.M. Luncheon	DESIGNER FASHIONS AT LUNCHEON SHOW Else Fritz will present American and European designer fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PIERRE COTILLION ROOM
Wednesday Oct. 12 12:30 P.M. Luncheon	FALL FASHIONS DURING LUNCHEON B. Altman will present Fall fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Altman Publicity: Eleanor Horton, MU. 9-7000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
Beginning Monday Nov. 7	OPENING OF SPRING DRESS COLLECTIONS The following members of the FOGA will open their Spring collections: LARRY ALDRICH CO., INC. BEN BARRACK, INC. HARVEY BERIN LTD. WILLIAM FOX, INC. ED GERRICK, INC. A. GOODMAN & CO. GRABOIS Contact: Leonard Gendler, FOGA Exec. Secy., 1440 Broadway, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. JACK HORWITZ ASSOCIATES NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNES CORP. BEN REIG, INC. RUDOLF GOWNS	MANUFACTURERS' SHOWROOMS MARTIN SIMON, INC. HERBERT SONDHEIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC. SAMUEL WINSTON, INC.
Monday Nov. 14	OPENING: METROPOLITAN OPERA'S 71ST SEASON Grand opening of the 1955-56 Metropolitan Opera Season, with Offenbach's "The Tales of Hoffman". Publicity: Francis Robinson, PE. 6-1200.	METROPOLITAN OPERA ASSOCIATION, INC.	MET. OPERA HOUSE B'WAY & 39TH STREET

MOVIES...MUSIC...THEATRE...OPERA...BALLET

- Tuesday
August 2 PREMIERE: "THE PRIVATE WAR OF MAJOR BENSON" (Movie) PLAZA THEATRE
Universal-International Technicolor comedy starring Charlton Heston,
Julie Adams and Tim Hovey. Producer: Howard Pine. Director: Jerry Hopper.
Costumes: Rosemary Odell. U-I Publicity: Al Cohan, PL. 9-8000.
- Thursday
August 4 PREMIERE: "TO CATCH A THIEF" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
Paramount Pictures release of Aldred Hitchcock's VistaVision-Technicolor
production starring Cary Grant and Grace Kelly with Jessie Royce Landis
and John Williams. Costumes: Edith Head. Paramount Publicity: Charles
Earle, BR. 9-8700.
- Tuesday
August 16- OPENING: "THE SKIN OF OUR TEETH" ANTA THEATRE, 52ND ST. & BROADWAY
Sept. 3 Helen Hayes, Mary Martin, George Abbott, Florence Reed will star in
Thornton Wilder's play. A Robert Whitehead production presented by the
American National Theatre and Academy. Featuring Don Murray, Heller
Halliday, Frank Silvera. Settings: Lester Polakov. Costumes: Helene
Pons. Lighting: Feder. Publicity: Barry Hyams, CO. 5-4784.
- Sunday
Sept. 11- OPENING: "SADLER'S WELLS BALLET" METROPOLITAN OPERA HOUSE, B'WAY & 39TH
Oct. 16 Sol Hurok will present the Sadler's Wells Ballet for a five week engage-
ment. Ballerinas: Margot Fonteyn, Beryl Grey, Violetta Elvin, Rowena
Jackson, Nadia Nerina, Svetlana Beriosova. Danseurs: Michael Somes,
Brian Shaw, Alexander Grant, Alexis Rassine, John Feld, John Hart.
Publicity: Martin Feinstein, PL. 9-6000.
- Monday
Sept. 26 OPENING: "THE YOUNG AND THE BEAUTIFUL" LONGACRE THEATRE, 220 W. 48TH ST.
Robert Ratnitz, in association with Lawrence Baker, will present the
Sally Benson play based on four F. Scott Fitzgerald short stories.
Featuring Lois Smith and Douglas Watson. Director: Marshall Jamison.
Publicity: Richard Maney, CI. 7-4646.
- Tuesday
Sept. 27- OPENING: "D'OYLY CARTE OPERA CO." SHUBERT THEATRE, 225 W. 44TH ST.
Nov. 26 The D'Oyly Carte Opera Company will present 8 Gilbert & Sullivan operettas;
Mikado, Trial by Jury, Pirates of Penzance, H.M.S. Pinafore, Iolanthe,
Yeomen of the Guards, Ruddigore, Princess Ida. Publicity: Gerald Goode,
VA. 6-2958.
- Wednesday
October 5 OPENING: "DIARY OF ANNE FRANK" CORT THEATRE, 138 WEST 48TH ST.
Kermit Bloomgarden will present Albert and Frances Hackett adaptation of
Anne Frank's book about a Jewish girl in Holland during the Nazi invasion.
Starring: Joseph Schildkraut, Susan Strasberg, with Gusti Huber, Eva
Rubinstein. Director: Garson Kanin. Publ.: James Proctor, VA. 6-5084.
- Wednesday
October 12 OPENING: "WILL SUCCESS SPOIL ROCK HUNTER?" BELASCO THEA., 114 W. 44TH ST.
Jule Styne will present George Axelrod's new comedy with Orson Bean,
Henry Morgan, Jayne Mansfield, Walter Matthau. Director: Mr. Axelrod.
Costumes and settings: Oliver Smith. Publicity: John Toohey, CH. 4-5452.
- Tuesday
October 25- OPENING: "THE COMEDIE FRANCAISE" BROADWAY THEATRE, 53RD ST. & B'WAY
Nov. 20 Sol Hurok, by special arrangement with the French Ministry of Foreign
Affairs will present five plays. Oct. 25-Nov. 6: Moliere's "Le Bourgeois
Gentilhomme". Nov. 8-Nov. 13: Beaumarchais' "Le Barbier de Seville" and
Marivaux "Arlequin Poli Par L'amour". Nov. 15-Nov. 20: Marivaux "Le Jeu
de L'amour et du Hasard" and de Musset "Un Caprice". Prices: \$1.80-\$6.00.
Publicity: Martin Feinstein, PL. 9-6000.